

Notes for News

Tips for P2 Press Releases

A press release can be an effective and inexpensive tool for “releasing” information to a community about an up-coming event or important issue. To assist you with announcing National Pollution Prevention Week 2004 (NP2W 04) in your community, a series of three sample press releases for newspapers have been developed.

These press releases include:

- ❶ A general announcement of P2 Week (short and long),
- ❷ A message targeted to businesses, and
- ❸ Handy tips for the garden.

We encourage you to submit one or more customized versions of these releases to your local newspapers. We also have included a personalizable cover letter to assist you with requesting your story to be run.

Getting the Word Out About P2

To improve your chances of local newspapers running your story, we recommend these following steps:

- ❶ Customize the sample press releases by adding your local contact information, details about your P2 Week events and/or examples of local P2 success stories. If you do not have time to type-up your own release, attach your local information onto another sheet of paper.
- ❷ Type up personalized versions of the cover letter and put them onto your program’s letterhead. If you have not identified a specific media contact at a newspaper, submit the request to the Environmental Issues Editor or other appropriate subject editor.
- ❸ Fax and/or mail the cover letter and press releases to local media contacts at least a week before P2 Week.
- ❹ Follow-up with a phone call to insure that your request was received. Ask your media contact to run the story on or prior to the first day of P2 Week, Monday, September 20th. Also, be prepared to FAX the press releases more than once, as editors are inundated daily with faxes and may not be able to locate the first set. If you are really ambitious, encourage reporters to interview you about P2 Week for their story.

Also, call your media contacts after P2 Week to find out if your story was covered. If you did receive coverage, don’t hesitate to ask for a copy of the article. Be sure to keep track of the number of articles that ran during P2 Week. This information will help you evaluate the success of your efforts.

DEAR EDITOR

COVER LETTER

Contact Name:

Title:

Station Name:

Address:

City/State/Zip:

RE: REQUEST FOR POLLUTION PREVENTION WEEK COVERAGE

Dear Editor:

"Send a Message!" is the theme for National Pollution Prevention Week (NP2W 04), September 20-26. Across the nation, local governments, state and federal agencies, businesses, and others are teaming up to hold events that celebrate and promote the benefits of pollution prevention.

Pollution prevention (or P2 for short) is recognized as an effective tool for protecting the environment and the economy since it serves to eliminate pollution at the source before it is generated. One goal of P2 Week is to make communities more aware of the many opportunities to prevent pollution.

Enclosed are press releases that provide a general announcement of P2 Week and offer suggestions for how businesses and households can prevent pollution in their community.

Please help us spread this important message by running these articles prior to and during National Pollution Prevention Week, September 20-26th Feel free to call me at the number below if you have any questions about this request or would like more information about local P2 Week activities.

Sincerely,

Name:

Title:

Affiliation:

Phone #:

■ (Longer Version, 230 words, plus description of local activities)

P2 Week Organizers Help Prevent Pollution at the Source

"Send a Message!" That's the message from coordinators of National Pollution Prevention Week (NP2W 04), September 20-26th. Across the nation, local governments, state and federal agencies, businesses, and others are teaming up to hold events that celebrate and promote the benefits of pollution prevention.

Pollution Prevention (or P2 for short) is recognized as an effective tool for protecting the environment and the economy since it serves to eliminate pollution at the source before it is generated. "For industry, utilizing P2 techniques can result in more efficient, less-polluting industrial processes that improve competitiveness and the environment," said Kim Wilhelm with the California Department of Toxic Substances Control, one of the sponsors of NP2W. "For the public, practicing P2 in the home, in the garden and on the road through activities such as using alternative cleaning methods, purchasing an electric mower and carpooling to work can help improve the quality of the local environment."

One goal of NP2W 04 is to make pollution prevention a more popular option with industry and the public. Organizers are achieving this goal through holding workshops and "clean" shop tours, distributing P2 factsheets and posters, and airing radio PSAs and other media outreach. For example, (describe local P2 Week activities here)

NP2W 04 is sponsored by the U.S. Environmental Protection Agency Region 9, Cal/EPA, the Department of Toxic Substances Control, the California Integrated Waste Management Board, the State Water Resources Control Board, the Consortium of California Pollution Prevention Committees, the Western Regional Pollution Prevention Network, and the National Pollution Prevention Roundtable.

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■ (Shorter Version, 132 words)

P2 Week Organizers Help Prevent Pollution at the Source

"Send a Message!" That's the message from coordinators of National Pollution Prevention Week (NP2W 04), September 20-26th. Across the nation, local governments, state and federal agencies, businesses, and others are teaming up to hold events that celebrate and promote the benefits of pollution prevention.

Pollution prevention (or P2 for short) involves adopting practices that help to reduce the amount of pollutants generated in a community from sources such as industry facilities, homes, and automobiles. One goal of NP2W04 is to make communities more aware of the many opportunities to prevent pollution. Organizers are achieving this goal through holding workshops and "clean" shop tours, distributing P2 factsheets and posters, and airing radio PSAs and other media outreach.

P2 Week is funded by the U.S. Environmental Protection Agency Region 9, and is coordinated by the Department of Toxic Substances Control.

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Local Businesses and Government Team Up to Promote Pollution Prevention during P2 Week

"Send a Message!" That's the message from coordinators of National Pollution Prevention Week (NP2W 04), September 20-26th. Across the nation, local governments, state and federal agencies businesses, and others are teaming up to hold events that celebrate and promote the benefits of pollution prevention.

Pollution prevention (or P2 for short) is recognized as an effective tool for protecting the environment and the economy since it serves to eliminate pollution at the source before it is generated. For industry, utilizing P2 techniques can result in more efficient, less-polluting industrial processes that improve competitiveness and the environment.

"Pollution control has long been the primary method for improving environmental quality throughout the state," explains Robert Ludwig of the Department of Toxic Substance Control, the state agency coordinating NP2W 03 statewide. "An equal, if not more attractive option is pollution prevention. P2 helps solve the problem before it is created and reduces the need to manage the resulting waste. It can help businesses save money, time—and the environment."

One goal of NP2W 04 is to make pollution prevention a more popular option with industry and other businesses. Organizers are achieving this goal through holding events that help spread the word about P2, such as coordinating workshops and "clean shop" tours, distributing P2 factsheets and manuals, and airing radio PSAs and videos on local TV stations. For example, (describe local NP2W 04 activities here)

NP2W is sponsored by the U.S. Environmental Protection Agency Region 9, Cal/EPA, the Department of Toxic Substances Control, the Consortium of California Pollution Prevention Committees, and the Western Regional Pollution Prevention Network.

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Gardening Tips in Time for National Pollution Prevention Week

Turning your garden into a healthy, productive, and pollution-free paradise is possible. That's the word from the organizers of this year's National Pollution Prevention Week (NP2W), September 20-26, as communities around the country gear up to prevent pollution in the home, on the road, at the office, and in the garden.

"Most people depend on commercial garden supplies as the first and only means for controlling unwanted weeds and other pests in their garden" explains Dave Hartley with the California Department of Toxic Substances Control, one of the sponsors of NP2W. "One goal of NP2W is to make gardeners more aware of various alternatives that exist, and the important role these alternative have in preventing pollution from ending up in our water, soil, and air."

To improve your garden's contribution to building a cleaner environment, the following techniques are recommended:

- ❶ Control weeds by hand picking them and then applying mulch from wood chips or grass clippings. This mulch also acts as a natural fertilizer, reducing the need for chemical fertilizers.
- ❷ Eliminate bothersome snails by turning your garden into a "beer garden." This guaranteed snail catcher is easy as filling a shallow pan with beer, sinking it to ground level, and picking the snails out in the morning.
- ❸ Introduce friendly insects such as ladybugs, ground beetles, and praying mantises to rid your garden of uninvited pests. Visit your local nursery to learn what plants will attract these insects into your garden.
- ❹ Cut down on the amount of yardwaste you create by grasscycling-leaving grass clippings on the lawn or xeriscaping - using native, slow growing plants that don't require as much trimming.

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